

Message Text

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ACTION CU-04

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R 041420Z MAR 75
FM AMEMBASSY BUCHAREST
TO USIA WASHDC
INFO SECSTATE WASHDC 1876

UNCLAS BUCHAREST 0883

USIA FOR IEE

E.O. 11652: N/A
TAGS: SCUL, RO
SUBJ: VISIT BY PBS INTERNATIONAL COORDINATOR FRED COHEN

1. VISIT BY PBS INTERNATIONAL COORDINATOR FRED COHEN FROM FEBRUARY 26-28 VERY USEFUL AND SUCCESSFUL FROM THE POINT OF VIEW OF ALL PARTICIPANTS -- COHEN, EMBASSY P&C, AND RTV. COHEN MET WITH TOP OFFICIALS OF ROMANIAN TV AND CARRIED OUT EXTENSIVE DISCUSSIONS AT WORKING LEVELS WHERE GENERAL AGREEMENT WAS REACHED ON PROCEDURES FOR POSSIBLE FURTHER CO-OPERATION TO INCLUDE EXCHANGES OF PROGRAMS, TECHNICAL INFORMATION AND PERSONS. COHEN WAS ACCOMPANIED AT ALL MEETINGS BY IO (AND ON OCCASION PAO); WE BELIEVE ALL SIDES SUCCEEDED IN CONVEYING AND RECEIVING ACCURATE IMPRESSION THAT COHEN'S ACTIVITIES ARE SOLELY FOR PBS, A NON-GOVERNMENTAL INSTITUTION. WE BELIEVE THAT PRESENCE OF EMBOFF WITH COHEN SERVED TO PAVE THE WAY FOR CONTACTS, ALTHOUGH COHEN PERFECTLY CAPABLE AND EFFECTIVE IN ESTABLISHING RELATIONS ON A "BROADCASTER-TO-BROADCASTER" BASIS WITH PROFESSIONALISM AND CORDIALITY.

2. IN FEBRUARY 27 CALL ON VASILE POTOP, DIRECTOR GENERAL OF RTV, POLITICAL AND ADMINISTRATIVE CONCURRENCE FOR EXCHANGES ON A PRAGMATIC AND PRACTICAL BASIS WAS RECEIVED. POTOP ALSO MENTIONED RTV'S INTEREST IN SPECIAL BICENTENNIAL PROGRAM. COHEN VIEWED SOME ROMANIAN TV DOCUMENTARIES FOR EXCHANGE AND INDICATED THAT SOME WERE OF SUFFICIENTLY
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ARTISTIC AND CULTURAL QUALITY FOR POSSIBLE USE BY MEMBER

STATIONS OF PBS. IN FINAL MEETINGS WITH RTV OFFICIALS ON
FEBRUARY 28, COHEN AND RTV PINNED DOWN SPECIAL ARRANGEMENTS
FOR MAINTAINING CONTACTS AND DESIGNATED MIHAI LAZAR,
DIRECTOR, INTERNATIONAL RELATIONS OFFICE AS CHIEF CONTACT.
INITIAL ACTION CALLS FOR EXCHANGE OF FILM LISTS.

3. COHEN ALSO PAID SHORT VISIT TO TOMANIA FOLM COMPANY
OFFICIALS AND DISCUSSED POSSIBILITY OF EXCHANGES AND PURCHASES.
HE WAS CORDIALLY RECEIVED AND EXCHANGED CATALOGS WITH
OFFICIALS THERE.

4. VISIT PROVED USEFUL TO PROMOTE EMBASSY PROGRAMS SUCH
AS (A) PROPOSED TV COOPERATIVE AND (B) OUR ATTEMPTS TO
ENCOURAGE ROMANIANS TO NOMINATE CANDIDATES FOR THE NIEMAN
FELLOWSHIP. ON BALANCE, COHEN VISIT SEEN BY POST AS BEING
PARTICULARLY PROPITIOUS AND TIMELY ON HEELS OF USIA
DEPUTY DIRECTOR KOPP VISIT.
BARNES

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Message Attributes

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